

# NRC Health Consumer Loyalty Award

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2019 Media Kit



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July 1, 2019

Dear Consumer Loyalty Award Winner,

**It is my distinct pleasure to congratulate your organization on being named to the 2019 NRC Health Top 100 Consumer Loyalty Award list. Congratulations!**

Winners of the Consumer Loyalty Award are identified via results from our nationally syndicated Market Insights study, which surveyed more than 310,000 households across the country from June 2018 through May 2019. To qualify, your organization had to garner at least 150 top-of-mind mentions from the survey.

To be included on the list, organizations had to achieve an extraordinarily high score on the NRC Health Loyalty Index, a single trackable metric and benchmark of healthcare consumer loyalty. This metric, a composite of seven different critical aspects of loyalty, recognizes top performers in the healthcare industry.

On Wednesday, August 15, NRC Health will publicly announce the 2019 Consumer Loyalty Award winners at the 25<sup>th</sup> Annual NRC Health Symposium in Nashville, Tennessee.

We encourage you to share this exciting news with your organization and appropriate media outlets, but ask that you please **refrain from announcing it externally until August 15.**

The *Market Insights* team at NRC Health congratulates you on a job well done, and we look forward to celebrating your accomplishments with you in Nashville!

Sincerely,

A handwritten signature in black ink, appearing to read "B. Wynne". The signature is stylized with a large "B" and a long, sweeping underline.

Brian Wynne  
VP and General Manager  
NRC Health

# Consumer Loyalty Award

## Communication guidelines 2019

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In an effort to protect the integrity of the Consumer Loyalty Award and ensure all information released to the media and public is accurate, NRC Health has long instituted a policy of reviewing all written communications concerning national award recognition.

Healthcare facilities throughout the nation have initiated both paid and unpaid promotional campaigns to let consumers in their communities know they have been selected as Consumer Loyalty Award winners.

Award winners will be announced Wednesday, August 14, at the 25<sup>th</sup> Annual NRC Health Symposium. **Please refrain from making any public award announcements until August 15.**

The enclosed communication guidelines (pages 5–6) provide information on the NRC Health policy for paid advertising campaigns and external promotions.

In an effort to offset the cost of creating and undertaking a departmental review, and to assist facilities in their promotional efforts, we charge an advertising fee that includes the cost of an expanded media-kit packet. This fee is applicable to paid advertising campaigns and external promotions such as billboards, external newsletters, direct mailings, and external website displays (including social-media sites such as Facebook, Twitter, and Instagram). Winning facilities may promote the award to the general news media at no cost through press releases and earned media; however, copy must first be submitted to NRC Health for review.

Winning facilities that do not purchase NRC Health solutions are required to pay a fee of \$7,500 for the expanded media kit and advertising license. Purchasers of NRC Health solutions pay a discounted fee of \$2500.

### CONSUMER LOYALTY AWARD MEDIA KIT PURCHASE OPTIONS

	NRC HEALTH CLIENT	NRC HEALTH NON-CLIENT
Standard Media Kit	<i>Complimentary</i>	<i>Complimentary</i>
Expanded Media Kit	<i>NRC Health client price:</i> <b>\$2,500</b>	<i>Non-client price:</i> <b>\$7,500</b>

To assist in promoting the award, NRC Health provides media-kit and communication support to hospitals and health systems that have won a Consumer Loyalty Award.

# Media kit packages

## Standard media kit (Complimentary to award winners)

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For hospitals that have not purchased the 2019 NRC Health Consumer Loyalty Award expanded media kit, the following communications guidelines are in place for the standard media kit:

- Promotion to non-paid, general news outlets—such as newspapers, business journals, broadcast media, and trade publications—is permitted through media releases, provided that all copy is submitted to NRC Health beforehand for review and approval.
- Reproductions of the award may be used within photos in general news stories (for example, if a CEO appears with the award in a local newspaper story).
- Reproduction of the actual award cannot be displayed in any manner in paid advertising, external communication, and/or promotional pieces, including direct mailings and community newsletters.
- All communication must clearly state the year (2019) the award was received.
- Use of the Consumer Loyalty Award logo is not permitted.
- Any press releases citing the Consumer Loyalty Award must be sent to NRC Health for review and approval before publication. Please forward a copy of the release to NRC Health, Consumer Loyalty Review Department, Attn: Kayla Lounsbery, 1201 Third Avenue, STE 1600, Seattle, WA 98101; fax a copy to 206-720-6018; or email the layout to [klounsbery@nrchealth.com](mailto:klounsbery@nrchealth.com).

### The standard media kit contains:

1. Winner letter
2. Communications guidelines
3. Consumer Loyalty Award fact sheet
4. NRC Health Consumer Loyalty Award press release template

## Expanded media kit (Purchased)

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For hospitals that have purchased the 2019 NRC Health Consumer Loyalty Award expanded media kit, the following communications guidelines are in place:

Use of the Consumer Loyalty Award logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- The Consumer Loyalty Award logo includes our company name and Consumer Loyalty Award symbol.
- The logo artwork is not altered in any manner.
- All communications clearly state the year (2019) the award was received.
- Any advertisement and/or press release is sent to NRC Health for review and approval before publication. Please forward a copy of the layout to NRC Health, Consumer Loyalty Department, Attn: Kayla Lounsbery, 1201 Third Avenue, STE 1600, Seattle, WA 98101; fax a copy to 206-720-6018; or email the layout to [klounsbery@nrchealth.com](mailto:klounsbery@nrchealth.com).

### The expanded media kit contains:

1. Winner letter
2. Communications guidelines
3. Consumer Loyalty fact sheet
4. NRC Health Consumer Loyalty Award press release template
5. Digital versions of the 2019 NRC Health Consumer Loyalty Award logo
6. Templates to successfully advertise the award
7. A license to advertise the 2019 Consumer Loyalty Award

# Consumer loyalty facts

## NRC Health

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NRC Health has brought data-driven visibility to patient-centered care for more than 30 years. Today, its focus on empowering customer-centric healthcare across the continuum extends patient-centered care to include families, communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

## NRC Health Market Insights survey methodology

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Market Insights, the largest online healthcare consumer-perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. The standard error range for a sample of over 300,000 households is +/- 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States. Responses are gathered via an Internet-based questionnaire that respondents receive through email invitations.

### SURVEY DESIGN

Our carefully designed sampling plan ensures that the information we collect is reflective of the demographic distribution of the United States in terms of population density and age. After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote," depending on the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

## What is the NRC Health Loyalty Index?

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The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty that NRC Health has identified as providing a holistic, comprehensive view of healthcare-consumer loyalty. These seven aspects are access, brand score, engagement, need, motivation, experience, and Net Promoter Score (NPS). With these metrics, healthcare organizations can compare their performance to that of their peers, and observe trends and make adjustments over time in an effort to increase consumer loyalty.

### HOW IS THE NRC HEALTH LOYALTY INDEX CALCULATED?

Each aspect of the index is first converted to a numerical score out of 100. The NRC Health Loyalty Index as a whole is then calculated as the average of the seven aspects' scores.

## HOW IS EACH OF THE SEVEN ASPECTS OF THE NRC HEALTH LOYALTY INDEX DEFINED?

**Brand Score:** Once consumers are aware of you, what do they think of your image and reputation?

*Question text: How would you rate the overall image/reputation of [Brand]?*

**Engagement:** Are consumers attending your community events, following your brand's social-media pages, and visiting your website (visiting digitally) or visiting friends/family members at your facilities (visiting physically)?

*Question text: In which ways have you interacted with [Brand]?*

**Need:** According to supply and demand, the more need there is for the healthcare you provide, the more loyalty you will have among those who need it. Are you providing for your consumers' needs?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] offers services that meet my health and wellness needs.*

**Access (CES):** Can consumers easily navigate into and within your system?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] makes it easy for me to access their services.*

**Motivation:** Are your consumers motivated to use your brand over your competitors'?

*Question text: Which of the following best describes how strongly you feel about using [Brand]?*

**Experience:** Do you delight your customers in their experience of your brand, by exceeding their expectations?

*Question text: Please rate the most recent experience you had with [Brand]?*

**NPS:** Are your customers willing to bet their reputation on you?

*Question text: How likely would you be to recommend [Brand] to a friend or family member?*

### **NRC Health Consumer Loyalty Award methodology**

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In order to qualify for the Loyalty Index Award, a hospital must receive at least 150 Top of Mind mentions on the Market Insights survey from June 2018 through May 2019. The top 100 scores nationally are awarded.



# Press release template

Contact: Kayla Lounsbery, Marketing Director  
NRC Health | 800-388-4264 | [klounsbery@nrchealth.com](mailto:klounsbery@nrchealth.com)

**FOR IMMEDIATE RELEASE**

## **[Organization] wins award for extraordinary patient loyalty**

[DATE, YEAR (CITY, STATE)]—[Organization] was recognized by NRC Health as one of the top healthcare organizations, garnering extraordinary loyalty from their patient populations as identified and rated by over 300,000 U.S. consumers. [Organization] was named to the 2019 NRC Health Top 100 Consumer Loyalty list.

For nearly four decades, NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff. The Consumer Loyalty Awards are the first and only loyalty-based hospital rankings in the U.S. [Organization] was selected based on results from NRC Health’s Market Insights survey, the largest database of healthcare consumer responses in the country.

NRC Health surveys over 310,000 households in the contiguous U.S., measuring their engagement with healthcare brands in their communities. Organizations that win the Consumer Loyalty Award score exceedingly well on seven different metrics of patient loyalty, including Access, Engagement, Experience, and Net Promoter Score. A complete list of winners can be found at [\[https://nrchealth.com/NRCHealthTop100Loyalty\]](https://nrchealth.com/NRCHealthTop100Loyalty).

“[Organization] and the other outstanding healthcare facilities included in the Consumer Loyalty Awards list are leading the way toward a new elevated standard for the patient and consumer experience,” said Brian Wynne, Vice President and General Manager at NRC Health. “This award recognition is a reflection of the trust [organization] has built with its patient communities, and speaks to the exceptional work being done by [organization] to provide compassionate care and inspire consumer loyalty.”

Winning organizations were publicly announced at the 25<sup>th</sup> Annual NRC Health Symposium held in Nashville, Tennessee, August 14–16, 2019.

[Quote from organization]

### **About NRC Health**

For 37 years, NRC Health (NASDAQ: NRC) has been committed to achieving human understanding and bringing healthcare organizations closer to their customers than ever before by illuminating and improving the key moments that define an experience and build trust. Guided by their uniquely empathic heritage, proprietary methods, skilled associates, and holistic approach, NRC Health helps its customers design experiences that exceed expectations, inspire loyalty, and improve well-being among patients, residents, physicians, nurses, and staff.

For more information, call 800-388-4264, write to [info@nrchealth.com](mailto:info@nrchealth.com), or visit [www.nrchealth.com](http://www.nrchealth.com).

### **About [organization]**

[INSERT ORGANIZATION BOILER PLATE]

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**NRC Health helps healthcare organizations  
better understand the people they care for and  
design experiences that inspire loyalty.**

19.2.0

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